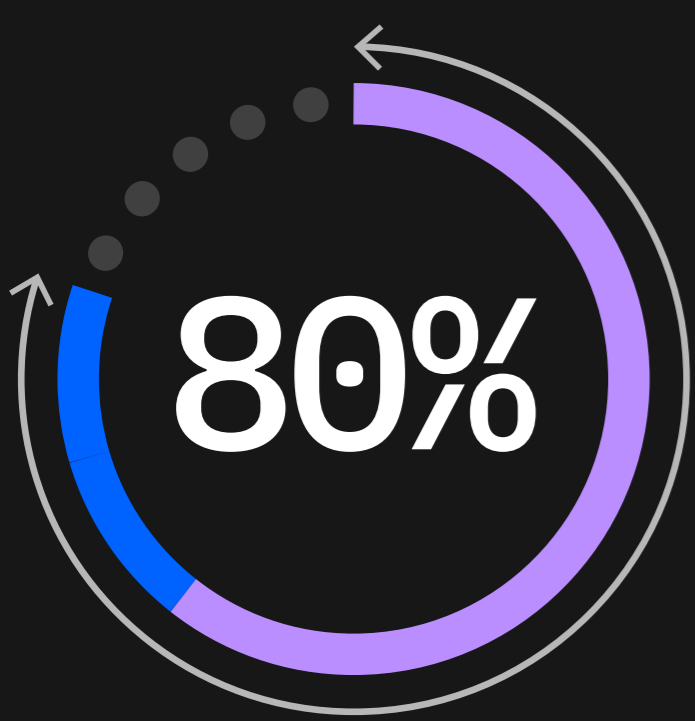
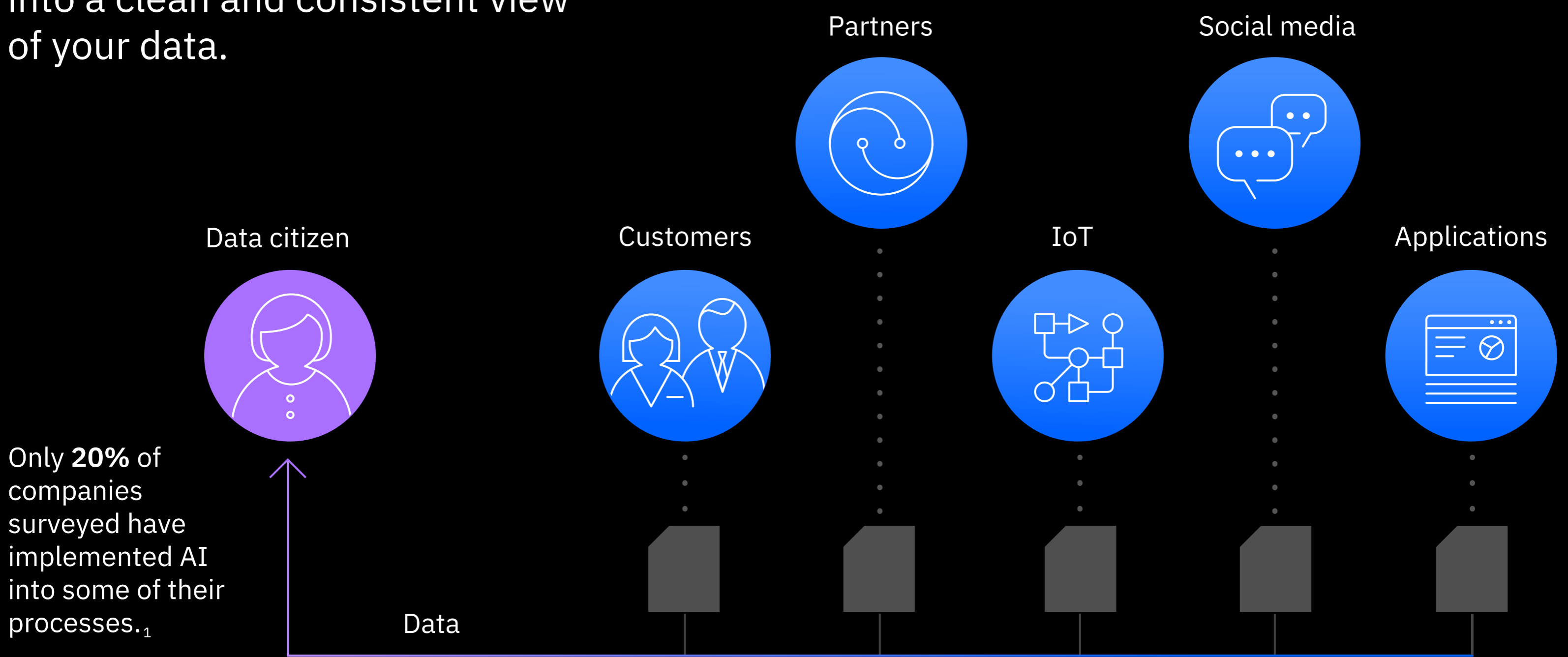


What is data preparation?

Data preparation is a self-service activity to convert disparate, raw, messy data into a clean and consistent view of your data.



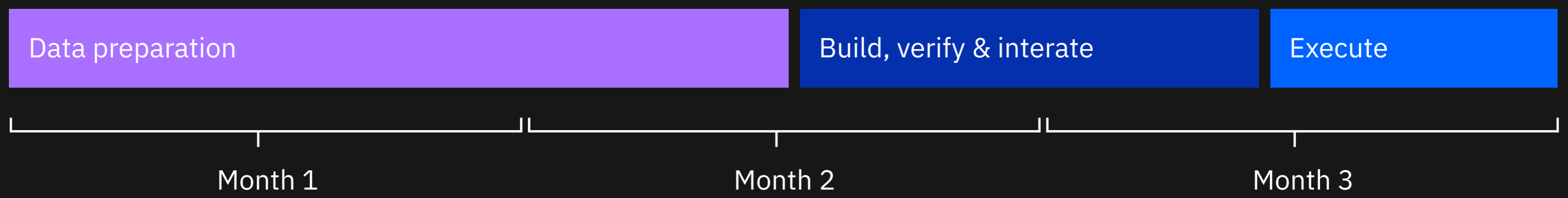
80% of data citizens' time is spent on preparing and managing data for analysis.²

60% of time is spent cleaning and organizing data.

19% of time is spent collecting data.

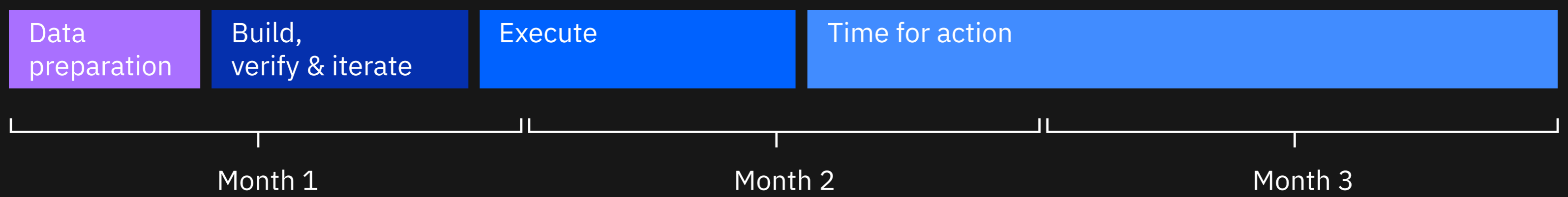
What if you could automate and operationalize your data preparation?

Data preparation without automation



Data preparation is **10x** more efficient with **automation**.

Data preparation with automation



More time can be spent on mining curated data sets for insights that drive value creation

Benefits of a modern data preparation solution:

- Reduced time to insights & data delivery
- Self-service access
- Operationalize predictive models

Ready to modernize your data preparation? Learn more by reading *8 simple building blocks for data preparation*.

[Read the eBook](#)



1. Reshaping Business With Artificial Intelligence - MIT Sloan Management Review
 2. Cleaning Big Data: Most Time-Consuming, Least Enjoyable Data Science Task, Survey Says